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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/813,955	03/31/2004	Jonathan Lee Orwant	528401-7	5873
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COHEN, PO	NTANI, LIEBERMAI	WENDELL, ANDREW		
551 Fifth Aven	ue, Suite 1210			
New York, NY 10176			ART UNIT	PAPER NUMBER
,			2618	

Please find below and/or attached an Office communication concerning this application or proceeding.

		Application No.	Applicant(s)			
Office Action Summary		10/813,955	ORWANT ET AL.			
		Examiner	Art Unit			
		Andrew Wendell	2618			
The MAILING DATE of this communication appears on the cover sheet with the correspondence address Period for Reply						
WHIC - Exter after - If NO - Failu Any r	CRTENED STATUTORY PERIOD FOR REPLY CHEVER IS LONGER, FROM THE MAILING DATES as a solution of time may be available under the provisions of 37 CFR 1.13 SIX (6) MONTHS from the mailing date of this communication. The precious of the provision of	ATE OF THIS COMMUNICATION 16(a). In no event, however, may a reply be tim rill apply and will expire SIX (6) MONTHS from cause the application to become ABANDONE	lety filed the mailing date of this communication. D (35 U.S.C. § 133).			
Status						
1)	1) Responsive to communication(s) filed on <u>30 June 2006</u> .					
	This action is FINAL. 2b) ☐ This action is non-final.					
3)	Since this application is in condition for allowar	nce except for formal matters, pro	secution as to the merits is			
	closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.					
Dispositi	on of Claims					
4) 🛛	Claim(s) <u>1-6,9-25,28-42 and 45-50</u> is/are pend	ing in the application.				
•	4a) Of the above claim(s) is/are withdrawn from consideration.					
5)	5) Claim(s) is/are allowed.					
6)⊠	6)⊠ Claim(s) <u>1-6,9-25,28-42 and 45-50</u> is/are rejected.					
7)	Claim(s) is/are objected to.					
8)□	Claim(s) are subject to restriction and/or	r election requirement.				
Applicati	on Papers					
9) 🗌	The specification is objected to by the Examine	r.				
10)	The drawing(s) filed on is/are: a) acce	epted or b) objected to by the E	Examiner.			
	Applicant may not request that any objection to the	drawing(s) be held in abeyance. See	e 37 CFR 1.85(a).			
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).						
11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.						
Priority u	ınder 35 U.S.C. § 119					
12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f). a) All b) Some * c) None of:						
1. ☐ Certified copies of the priority documents have been received.						
2. Certified copies of the priority documents have been received in Application No						
3. Copies of the certified copies of the priority documents have been received in this National Stage						
	application from the International Bureau (PCT Rule 17.2(a)).					
* See the attached detailed Office action for a list of the certified copies not received.						
Attachmen		_				
	e of References Cited (PTO-892)	4) 🔲 Interview Summary Paper No(s)/Mail Da				
3) Inform	e of Draftsperson's Patent Drawing Review (PTO-948) nation Disclosure Statement(s) (PTO-1449 or PTO/SB/08) r No(s)/Mail Date		atent Application (PTO-152)			

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DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

- (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.
- 2. Claims 1-3, 5, 9-25, 28-42, 45-48, and 50 are rejected under 35 U.S.C. 102(e) as being anticipated by Teshima (US Pat Appl# 2002/0032035).

Regarding claim 1, Teshima's method for delivery of advertisement information to mobile units teaches enabling the sender and the intended recipient to send and receive an electronically deliverable message (Sections 0072, 0075, 0082, and 0149); obtaining a message provided by the sender (Sponsor/User) (Sections 0015 and 0047-0051); obtaining a location designated by the sender for delivery of the message (Sections 0015 and 0047-0051); tracking a specified mobile object having a position-determining device that determines its own current position, and which transmits its then current position at preset time intervals (Sections 0015 and 0096); determining from the transmitted current position whether the specified mobile object has reached the designated location (Sections 0015 and 0099-0100); and initiating a procedure for automatic delivery of the message electronically to the intended recipient upon the

specified mobile object being determined to have reached the designated location (Sections 0015 and 0101-0102).

Regarding claim 2, Teshima teaches wherein the specified mobile object is the intended recipient (Section 0015 and 0101).

Regarding claim 3, Teshima teaches wherein the specified mobile object is identified by the sender, and is other than the intended recipient (Sections 0096-0100).

Regarding claim 5, Teshima teaches wherein the intended recipient is animate (Passengers, Section 0007).

Regarding claim 9, Teshima teaches wherein the message is at least of text (Fig. 7).

Regarding claim 10, Teshima teaches wherein a mode in which the message is reproduced for the intended recipient is in accordance with a setting controlled by the intended recipient (Sections 0046-0047 and 0086).

Regarding claim 11, Teshima teaches wherein delivery of the message is controlled in accordance with a delivery rule provided by the sender (Sections 0047-0051).

Regarding claim 12, Teshima teaches wherein initiating the procedure for automatic delivery of the message upon detection of the specified mobile object reaching the designated location message comprises processing the delivery rule (Section 0099-0100).

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Regarding claim 13, Teshima teaches wherein the obtaining of the message comprises receiving and storing a message based on input from the sender (Sections 0047-0051).

Regarding claim 14, Teshima teaches wherein the obtaining of the message comprises retrieving a message from among a plurality of stored messages based on input from the sender.

Regarding claim 15, Teshima teaches wherein the obtaining of the designated location comprises obtaining a location based on input from the sender (Sections 0015 and 0047-0051).

Regarding claim 16, Teshima teaches wherein the obtaining of the designated location comprises retrieving a location from among a plurality of stored locations based on input from the sender (Sections 0100-0101).

Regarding claim 17, Teshima teaches further comprising obtaining an identification of the intended recipient based on input from the sender (Section 0051 and 0068).

Regarding claim 18, Teshima teaches wherein the rule includes instructions for repeating delivery of the message (Section 0137).

Regarding claim 19, Teshima teaches wherein the intended recipient includes a plurality of recipients identified by the sender (Section 0051 and 0068).

Regarding claim 20, Teshima teaches providing each of the clients with a position-determining device 56 (Fig. 3 and Sections 0147-0148); obtaining, at the server, a message based on input from a first client (Sponsor/User) (Sections 0015

and 0047-0051); obtaining, at the server, a designated location based on input from the first client (Sections 0015 and 0047-0051); obtaining, at the server, an identification of a second client as the intended recipient of the message, based on input from the first client (Section 0051 and 0068); obtaining, at the server, identification one of the clients which is to be tracked for delivery of the message (Section 0051 and 0068); determining, from the position-determining device of the client to be tracked for delivery of the message, whether the client being tracked has arrived at the designated location (Sections 0015 and 0099-0100); and automatically triggering electronic delivery of the message to the intended recipient upon the tracked mobile client being determined to have arrived at the designated location (Sections 0015 and 0101-0102).

Regarding claim 21, Teshima teaches wherein the client to be tracked for delivery of the message is the second client, and wherein the step of obtaining identification of a client to be tracked for delivery of the message comprises deriving the identification from the identification of the second client (Sections 0097-0101).

Regarding claim 22, Teshima teaches wherein the step of obtaining identification of a client to be tracked for delivery of the message comprises obtaining the identification based on input from the first client (Sections 0097-0101).

Regarding claim 23, Teshima teaches providing each of the clients with a position-determining device 56 (Fig. 3 and Sections 0147-0148); obtaining, at the server, a message based on input from a first client (Sponsor/User) (Sections 0015 and 0047-0051); obtaining, at the server a designated location based on input from the first client (Sections 0015 and 0047-0051); obtaining, at the server, a delivery rule

based on input from the first client for delivering the message to an intended recipient, wherein the delivery rule includes arrival of a specified client from among the plurality of clients at the designated location (Sections 0047-0051 and 0068); determining, from the position-determining device of the mobile client, whether the specified mobile client has arrived at the designated location (Sections 0015 and 0099-0100); and upon the specified mobile client being determined to have arrived at the designated location, triggering electronic delivery of the message to the intended recipient, based upon the delivery rule (Sections 0015 and 0101-0102).

Regarding claim 24, Teshima teaches further comprising obtaining, at the server, identity of the specified mobile client based on input from the first client (Section 0099-0101).

Regarding claim 25, Teshima teaches further comprising obtaining, at the server, identity of the intended recipient based on input from the first client (Sections 0099-0101).

Regarding claim 28, Teshima teaches obtaining a message based on input from the sender (Sponsor/User) (Sections 0015 and 0047-0051); obtaining a designated location based on input from the sender (Sections 0015 and 0047-0051); obtaining identification of at least two recipients, from among the plurality of potential recipients, specified based on input from the sender as intended recipients of the message (Sections 0047-0051, 0068, and 0099-0100); and automatically delivering the message electronically to one of the intended recipients based upon the position of the one of

the intended recipients relative to another of the intended recipients, as derived from the position-determining technology (Sections 0015 and 0101-0102).

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Regarding claim 29, Teshima teaches wherein each of the plurality of potential recipients includes a position-determining device to determine its current position (Sections 0096-0100).

Regarding claim 30, Teshima teaches obtaining, at the server, a message based on input from a first client (Sponsor/User) (Sections 0015 and 0047-0051); obtaining, at the server, an identification of a second, mobile client as the intended recipient of the message, based on input from the first client (Sections 0047-0051, 0068, and 0099-0100); obtaining, at the server, an identification of a third client, based on input from the first client (Sections 0047-0051, 0068, and 0099-0100); and automatically triggering electronic delivery of the message to the intended recipient upon the second, mobile client being determined to have arrived at a designated position relative to the position of the third client (Sections 0015 and 0101-0102).

Regarding claim 31, Teshima teaches wherein the third client is also a mobile client having a position-determining device (Sections 0096 and 0100).

Regarding claim 32, Teshima teaches wherein the first and second clients are the same client (Sections 0097-0098).

Regarding claim 33, Teshima teaches enabling each of the plurality of users to send and receive electric message data (Sections 0072, 0075, 0082, and 0149); processing and storing electronic message data provided by the sender (Sponsor/User) (Sections 0015, 0047-0051, and 0068); tracking the position of the

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specified mobile object (Sections 0015 and 0099-0100); and automatically delivering the stored message data10 (Figs. 1 and 2) to the intended recipient upon arrival of the specified mobile object at a designated location (Sections 0015 and 0101-0102).

Regarding claim 34, Teshima teaches wherein the message data includes the message, the intended recipient, and a delivery rule (Sections 0015, 0047-0051, and 0068).

Regarding claim 35, Teshima teaches wherein the message data includes the message (0047-0051).

Regarding claim 36, Teshima teaches wherein the message data includes the intended recipient (Sections 0015, 0047-0051, and 0068).

Regarding claim 37, Teshima teaches wherein the message data includes a delivery rule (Sections 0015, 0047-0051, and 0068).

Regarding claim 38, Teshima teaches wherein the message data includes identity of the specified mobile object (Sections 0015, 0047-0051, and 0068).

Regarding claim 39, Teshima teaches wherein the message data includes the designated location (Sections 0015 and 0047).

Regarding claim 40, Teshima teaches the means for enabling the sender and the intended recipient to send and receive an electronically deliverable message (Sections 0072, 0075, 0082, and 0149); means for obtaining a message provided by the sender (Sponsor/User) (Sections 0015 and 0047-0051); means for obtaining a location designated by the sender for delivery of the message (Sections 0015 and 0047-0051); means for tracking a specified mobile object having a position-determining device that

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determines its own current position, and which transmits its then current position at preset time intervals (Sections 0015 and 0096); means for determining from the transmitted current position whether the specified mobile object has reached the designated location (Sections 0015 and 0099-0100); and means for initiating a procedure for automatic delivery of the message electronically to the intended recipient upon the specified mobile object being determined to have reached the designated location (Sections 0015 and 0101-0102).

Regarding claim 41, Teshima teaches means for obtaining, at the server, a message based on input from a first client (Sponsor/User) (Sections 0015 and 0047-0051); means for obtaining, at the server, a designated location based on input from the first client (Sections 0015 and 0047-0051); means for obtaining, at the server, an identification of a second client as the intended recipient of the message, based on input from the first client (Section 0051 and 0068); means for obtaining, at the server, identification of a mobile client to be tracked for delivery of the message (Section 0051 and 0068); means for determining, from the position-determining device of the client to be tracked for delivery of the message, whether the client being tracked has arrived at the designated location (Sections 0015 and 0099-0100); and means for automatically triggering electronic delivery of the message to the intended recipient upon the tracked mobile client being determined to have arrived at the designated location (Sections 0015 and 0101-0102).

Regarding claim 42, Teshima teaches means for obtaining, at the server, a message based on input from a first client (Sponsor/User) (Sections 0015 and 0047-

0051); means for obtaining, at the server, a designated location based on input from the first client (Sections 0015 and 0047-0051); means for obtaining, at the server, a delivery rule based on input from the first client for delivering the message to an intended recipient, wherein the delivery rule includes arrival of a specified mobile client at the designated location (Sections 0047-0051 and 0068); means for determining, from the position-determining device of the mobile client, whether the specified mobile client has arrived at the designated location (Sections 0015 and 0099-0100); and means for upon the specified mobile client being determined to have arrived at the designated location, triggering electronic delivery of the message to the intended recipient, based upon the delivery rule (Sections 0015 and 0101-0102).

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Regarding claim 45, Teshima teaches means for obtaining a message based on input from the sender (Sponsor/User) (Sections 0015 and 0047-0051); means for obtaining a designated location based on input from the sender (Sections 0015 and 0047-0051); means for obtaining identification of at least two recipients, from among the plurality of potential recipients, specified based on input from the sender as intended recipients of the message (Sections 0047-0051, 0068, and 0099-0100); and means for automatically delivering the message electronically to one of the intended recipients based upon the position of the one of the intended recipients relative to another of the intended recipients, as derived from the position-determining technology (Sections 0015 and 0101-0102).

Regarding claim 46, Teshima teaches means for obtaining, at the server, a message based on input from a first client (Sponsor/User) (Sections 0015 and 0047-

0051); means for obtaining, at the server, an identification of a second, mobile client as the intended recipient of the message, based on input from the first client (Sections 0047-0051, 0068, and 0099-0100); means for obtaining, at the server, an identification of a third client, based on input from the first client (Sections 0047-0051, 0068, and 0099-0100); and means for automatically triggering electronic delivery of the message to the intended recipient upon the second, mobile client being determined to have arrived at a designated position relative to the position of the third client (Sections 0015 and 0101-0102).

Regarding claim 47, Teshima teaches means for enabling the sender and the intended recipient to send and receive an electronically deliverable message (Sections 0072, 0075, 0082, and 0149); means for processing and storing message data provided by the sender (Sponsor/User) (Sections 0015, 0047-0051, and 0068); means for tracking the position of the specified mobile object (Sections 0015 and 0099-0100); and means for automatically delivering a message electronically to the intended recipient upon arrival of the specified mobile object at a designated location (Sections 0015 and 0101-0102).

Regarding claim 48, Teshima teaches obtaining a message provided by the sender (Sponsor/User) (Sections 0015 and 0047-0051); obtaining a location designated by the sender for delivery of the message (Sections 0015 and 0047-0051); tracking a specified mobile object having a position-determining device 56 (Fig. 3 and Sections 0147-0148) that determines its own current position, and which transmits its then current position at preset time intervals(Sections 0082, 0092-0093, and 0096);

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determining from the transmitted current position whether the specified mobile object has reached the designated location (Sections 0015 and 0099-0100); and initiating a procedure for automatic delivery of the message electronically to the intended recipient upon the specified mobile object being determined to have reached the designated location, wherein the specified mobile object is other than the intended recipient (Sections 0015 and 0099-0100).

Regarding claim 50, Teshima teaches obtaining a message provided by the sender (Sponsor/User) (Sections 0015 and 0047-0051); obtaining a location designated by the sender for delivery of the message (Sections 0015 and 0047-0051); tracking a specified mobile object having a position-determining device 56 (Fig. 3 and Sections 0147-0148) that determines its own current position, and which transmits its then current position at preset time intervals(Sections 0082, 0092-0093, and 0096); determining from the transmitted current position whether the specified mobile object has reached the designated location (Sections 0015 and 0099-0100); and initiating a procedure for automatic delivery of the message electronically to the intended recipient upon the specified mobile object being determined to have reached the designated location (Sections 0015 and 0099-0100), wherein the message is at least one of data, text, audio and video modes (Sections 0018, 0100, and 0149).

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

⁽a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the

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invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

4. Claim 4 is rejected under 35 U.S.C. 103(a) as being unpatentable over Teshima (US Pat Appl# 2002/0032035) in view of Meunier (US Pat Appl# 2005/0113107).

Regarding claim 4, Teshima's method for delivery of advertisement information to mobile units teaches the limitations in claim 1. Teshima fails to teach an intended recipient is a stationary object.

Meunier's method for determining proximity of devices in a wireless network teaches wherein the intended recipient is a stationary object (Section 0012).

Therefore, it would have been obvious at the time of the invention to one of ordinary skill in the art at the time the invention was made to incorporate an intended recipient is a stationary object as taught by Meunier into Teshima's method for delivery of advertisement information to mobile units in order to improve location monitoring (Sections 0005 and 0006).

5. Claim 6 is rejected under 35 U.S.C. 103(a) as being unpatentable over Teshima (US Pat Appl# 2002/0032035) in view of Vataja (US Pat Appl# 2002/0123327).

Regarding claim 6, Regarding claim 4, Teshima's method for delivery of advertisement information to mobile units teaches the limitations in claim 1. Teshima fails to teach the sender is a mobile object.

Vataja's method for transmitting a location-based message, a message transmission system and a wireless communication device teaches wherein the sender is a mobile object (Sections 0027-0028).

Therefore, it would have been obvious at the time of the invention to one of ordinary skill in the art at the time the invention was made to incorporate the sender is a mobile object as taught by Vataja into Teshima's method for delivery of advertisement information to mobile units in order to give the user more options (Section 0003).

6. Claim 49 is rejected under 35 U.S.C. 103(a) as being unpatentable over Teshima (US Pat Appl# 2002/0032035) in view of Owensby (US Pat# 6,647,257).

Regarding claim 49. Teshima's method for delivery of advertisement information to mobile units teaches obtaining a message provided by the sender (Sponsor/User) (Sections 0015 and 0047-0051); obtaining a location designated by the sender for delivery of the message (Sections 0015 and 0047-0051); tracking a specified mobile object having a position-determining device 56 (Fig. 3 and Sections 0147-0148) that determines its own current position, and which transmits its then current position at preset time intervals (Sections 0082, 0092-0093, and 0096); determining from the transmitted current position whether the specified mobile object has reached the designated location (Sections 0015 and 0099-0100); and initiating a procedure for automatic delivery of the message electronically to the intended recipient upon the specified mobile object being determined to have reached the designated location (Sections 0015 and 0099-0100), wherein the message is at least one of data, text, audio and video modes (Sections 0018, 0100, and 0149). Teshima fails to teach wherein a mode in which the message is reproduced for the intended recipient is in accordance with a setting controlled by the intended recipient.

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Owensby's method for providing targeted messages based on wireless mobile location teaches a mode in which the message is reproduced for the intended recipient is in accordance with a setting controlled by the intended recipient (Col. 9 line 50-Col. 10 line 11).

Therefore, it would have been obvious at the time of the invention to one of ordinary skill in the art at the time the invention was made to incorporate a mode in which the message is reproduced for the intended recipient is in accordance with a setting controlled by the intended recipient as taught by Owensby into Teshima's method for delivery of advertisement information to mobile units in order to subsidize the cost and offer interactivity (Col. 10 lines 14-62).

Response to Arguments

Applicant's Remarks	Examiner's Response	
Regarding claim 28, "However, a study by	In section 0015 it points out a location set	
the undersigned of the sections relied	by a sponsor. The location spot is "based	
upon by the Examiner failed to reveal any	upon the position of the one of the	
text which even remotely discloses the	intended recipients." While the other	
subject feature of the present claimed	person with the mobile communication	
invention."	instrument is the "another of the intended	
	recipients." In the claim it does not state	
	any characteristics (mobile device, location	
	spot, etc.) of the intended recipient.	
Regarding claim 30, "Teshima cannot be	Similar to the above response, in section	

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an anticipatory reference for this claim."

can be read as the "first client." The person receiving the message through the mobile communication instrument can be read as the "second client." Finally, the location of the intended message can be read as the "third client." Only the "second client" is specified to be a "mobile client." Therefore, the first and third clients can read on the above interpretation by the examiner since client is not defined and the interpretation reads on the limitations of the claim language.

Conclusion

7. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any

extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andrew Wendell whose telephone number is 571-272-0557. The examiner can normally be reached on 7:30-5 M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Nay Maung can be reached on 571-272-7882. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

> annew Wentell Andrew Wendell Examiner

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8/24/2006

QUOCHIEN B. VUONG PRIMARY EXAMINER

Cinthen ba Shrong 8/31/06